

# THE I. B. S.

NEWSLETTER #49/50-4

## Introduction

Pardon us, our purple ink is showing! We hoped that Bob Fuhrman's Bulletin would make further Newsletters unnecessary, but a number of matters too pressing or too routine in nature for the next Bulletin force us to issue an in-between-Bulletin-issues Newsletter.

## Production Problems Questionnaire

Have you made out and returned the questionnaire titled "Your Production Problems"? You were sent this just before Easter by Program Manager Howard C. Hansen. He needs information on your problems to assure the success of the panel meeting which IBS is conducting under his direction at the Institute for Education by Radio. The deadline for return of this questionnaire is Saturday, April 22.

If you overlooked this questionnaire in the rush of Easter matters, dig it up and complete your part of this project right away. Judging by past performances, this panel meeting will be well attended by students from campus stations and also by educators from schools having stations and schools which do not. It will add to the value of Howard's panel if he can base his discussion on returns from a sizeable group of stations; also, it will add to the prestige of the System if the statistics demonstrate that the member stations are active and do participate in projects such as this.

Mail your questionnaire to Prof. Howard C. Hansen, IBS Program Manager, MacMurray College, Jacksonville, Ill.

## IER Meeting

We hope you are well aware of the importance of the meeting of the Institute for Education by Radio, and that you and other staff members are planning to be on hand if at all possible. This is a yearly convention for educators, broadcasters and students of radio, and in recent years IBS has taken an increasingly active and important part in it. Panel discussions, such as the one discussed above, have been directed by IBS for the past three years, and last year the IBS Governing Council met at the Institute. This year the Council again will meet, and also it is hoped there can be a meeting of the Board of Directors.

Last year was the first time your Newsletter Editor had the pleasure of attending, and it was indeed a pleasure. There was ample opportunity to meet many well-known people in education and radio, as well as meet students from many stations and the representatives from many of the IBS regions.

The meeting directed by Howard Hansen is Saturday morning, May 6. The IBS Governing Council will meet that afternoon, and the session will be open to student and faculty observers. The Institute is at the Deshler-Wallish Hotel in Columbus, Ohio. Student registration

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es are available, and are reasonable. We hope to see you at the Institute!

### Governing Council

The IBS Governing Council is composed of the representatives elected by the stations in each of the nine regions. Each representative has a number of votes equal to the full Member stations in his region. They enact legislation having a bearing on the policies and activities of the System for the ensuing year, as well as elect the members of the Executive Committee. This year the agenda includes a number of important items, such as a proposal to rearrange the nine regions, create executives to administer public relations and regional affairs, and similar matters. Your representative now has the drafts for much of this proposed legislation. Discuss it with him so he can vote knowing your wishes.

### Telephone Lines Tax

The full Member stations who are claiming exemption from the 25% Federal tax on telephone lines for broadcast use should note that the symbol on the second line of the memo we sent you on this (IBS form B 194.1A) should read MT:M:OES. We inadvertently transposed two of the last three letters; these are the initials of the person who wrote the letter in question to us.

### Vandeven-Henry Company

The full Member stations have already been appraised of this, but we understand a number of Trial Status groups have been approached by the V-H Company regarding signature of a contract to represent them for national advertising, so we will repeat here that Mr. Vandeven and Mr. Henry are Seniors at Notre Dame University.

In order that we would make no mistake in appraising the prospects of this firm, IBS Business Manager George McKelvey met with Mr. Henry during Easter vacation. George will issue a complete report on this matter soon; no doubt the problem also will be discussed at Columbus.

### Free Record Project

As we have noted before, Mr. W. E. Durham, 3284, Virginia Tech Station, Blacksburg, Virginia has contacted a large number of record companies in an effort to get them to send the full Member stations a free copy of each new release. Bill says he's getting copies from several companies, and wonders if the stations are. If you believe you are now receiving records as a result of his efforts, please write and tell Bill.

### Photographs

As a result of past requests, Bob Fuhrman our Public Relations Director has acquired a fair collection of photographs. These have proved most valuable to the System. Eleven have been sent to the editors of Popular Mechanics to illustrate an article submitted by Rafe Gibbs, whose name appears on a previous article on IBS which appeared in Colliers of July 26, 1947. When Bob received the request



from Rafe for pictures "at the earliest possible moment" to be part of "an extensive picture layout", he already had some pictures out to two other publications! Nevertheless, he was able to promptly supply acceptable photographs, and thus the success of the article is assured.

Service like this is most valuable in promoting the IBS to the public, and in this way, the individual stations. An article like this always results in a number of inquiries from groups which would like to join the System. This was borne out by the 1947 Colliers article, and by an earlier one by Erio Barnouw in the May 24, 1941 Saturday Evening Post, both of which helped out position appreciably.

The object lesson of all this is to send us more pictures! The criterion set by Rafe Gibbs in his request is good: "...8 by 10 glossy pictures of students at work in various colleges....Some of the pictures should have mechanical angles, but most could be of general interest--action, variety, etc. Students must be doing something in every photo.....Incidentally, the pictures should not have been used before in a general-interest national publication".

So, now that Spring housecleaning is about done around your station, dust off the camera and come up with some good shots. Run them locally, if you like, but send us an 8 by 10 glossy! And please, Bob Fuhrman says, don't send him pictures that must be returned because, as you can see, he needs a good supply on hand at all times, and once he sends one to a publisher, it may be some time before he gets it back.

#### Station Coverage Data

It seems, sometimes, as if we are always asking you to fill out a station data questionnaire of some sort and dig up a 3¢ stamp to mail it back to us. One reason our requests are so frequent is that your station is growing fast, and changing, and we must keep up. Another is that invariably we get about 50% return on these requests; to get the facts from the other 50% we have to ask you all to comply all over again. This time we are repeating a questionnaire sent out Jan. 5, 1950. We are particularly anxious to get accurate coverage data from the commercial full Member stations as this information will be used to establish the national advertising rates for these stations for the year to come. We are also anxious to know the name of all Station Managers, since we realize many have been newly-elected.

David W. Borst  
Newsletter Editor

April 13, 1950